



Saaskia®
Beyond Genius

PRESS RELEASE

Saaskia® strengthens its MediaTech positioning with the integration of Mistral AI

Developed by the agency Keep Contact, the media monitoring platform Saaskia® is accelerating its evolution by integrating Mistral AI's language models. This strategic milestone reinforces its MediaTech positioning and marks a new step forward in media intelligence, both in Luxembourg and internationally.

With this integration, Saaskia® moves beyond traditional monitoring to deliver a more structured, faster and more strategic understanding of information. In an increasingly dense and fragmented media landscape, the ability to transform large volumes of content into actionable insights has become a key challenge for organizations.

While artificial intelligence enhances and accelerates content processing, it remains part of a hybrid approach. Every analysis produced by Saaskia® is supervised, reviewed and enriched through human input. This human intervention ensures proper context, prioritization and editorial quality - essential in an environment where data alone is not sufficient.

AI at the service of human expertise

This combination of technology and human expertise lies at the heart of Saaskia®'s MediaTech positioning. "The integration of Mistral AI marks a decisive step in Saaskia®'s development. We are moving from a monitoring tool to a true decision-support solution, while preserving what makes our strength: human expertise and analytical capability," says Ludivine Plessy, Founder and Managing Director of Keep Contact.

Thanks to Mistral AI, the platform can now automatically generate thematic summaries from large sets of articles. It identifies trends, extracts key messages and provides a consolidated view of a topic within minutes. Users gain immediate clarity, enabling faster decision-making and better prioritization.

The objective is clear: to help communications, marketing and public affairs teams

move from information overload to clear, structured and directly actionable intelligence.

From media monitoring to strategic intelligence

Beyond summarization, artificial intelligence enhances the entire processing chain. Content extraction becomes more accurate thanks to improved recognition and structuring technologies. It is carried out in full compliance with copyright, GDPR requirements and media pluralism.

The choice of Mistral AI reflects a strong commitment to European technologies, aligned with data sovereignty challenges and the specificities of the Luxembourg market, characterized by its multilingual and diverse media landscape.

Developed in Luxembourg, Saaskia® leverages this demanding ecosystem as a true innovation ground. Its ability to manage multiple languages, integrate diverse sources (print, web, audio and video) and deliver reliable analysis represents a strong competitive advantage for supporting organizations beyond Luxembourg, across complex European media environments.

By combining artificial intelligence, machine learning and human expertise, Saaskia® confirms its ambition to become a leading MediaTech solution, capable of scaling internationally and supporting organizations in understanding, analyzing and anticipating their media environment.

This approach is built on a strong conviction: technology does not replace human expertise—it enhances its value.

About Keep Contact, “fresh content agency”

Founded by Ludivine Plessy, Keep Contact has established itself over the past 20 years as a leading independent agency in Luxembourg, with a strong presence in France for more than a decade. The agency supports a diverse portfolio of clients, including public and private organizations as well as European institutions. Keep Contact covers the full spectrum of reputation management challenges, particularly in sensitive or crisis situations, and brings together complementary areas of expertise: communication consulting, media and public relations, training, digital strategy and creative services. Its distinctive approach lies in the close integration of strategic vision and technological innovation, notably through the development of its media monitoring and analytics platform, Saaskia®. This integrated model enables the agency to deliver high value-added solutions, combining rigor, responsiveness and a strong alignment with the evolving landscape of modern communication.

About Saaskia®

Saaskia® is a media monitoring and analytics platform developed in Luxembourg by Keep Contact. Launched as a SaaS (Software as a Service) solution in May 2020, it builds on expertise developed since 2011 within the agency. Today, Saaskia® stands as a pioneering and leading media monitoring solution in Luxembourg, with an expanding international scope. The platform centralizes, structures and analyzes content from a wide range of sources - including print, web and audiovisual media - to transform raw information into actionable data.

Positioned as a true MediaTech solution, Saaskia® relies on a structured system that collects, archives, enriches and leverages media content to support strategic analysis. Data is organized, contextualized and enhanced to feed press reviews, reputation analyses, competitive benchmarking and decision-support tools. Through Saaskia®, Keep Contact is a member of FIBEP (www.fibep.info) and represents Luxembourg within an international network spanning more than 50 countries, strengthening its ability to support clients across global media environments.

Find Saaskia® :

- on its website : <https://www.saaskia.com>
- on LinkedIn : <https://www.linkedin.com/showcase/saaskia>

Find Keep Contact :

- on its website : <https://www.keepcontact.lu>
- on LinkedIn : <https://www.linkedin.com/company/keepcontact>
- on Facebook : <https://www.facebook.com/keepcontact.lu>
- on Instagram : <https://www.instagram.com/keepcontact.lu>



Press Contact

Keep Contact Luxembourg and France

Ludivine Plessy, Founder and CEO

ludivine.plessy@keepcontact.lu - +352 691 91 00 90